EXISTING

CONSTITUTION
of the
Public Relations Division

ASSOCIATION FOR EDUCATION IN JOURNALISM & MASS COMMUNICATIONS

(Including amendments adopted at the annual meeting on August 11, 1989, in Washington, D.C.)

Article 1: Name

Section 1: The name of the organization shall be the Public Relations Division of the Association for Education in Journalism and Mass Communication (hereinafter referred to as "the Division").

Article 2: Purposes

Section 1: In all instances in which the intentions and purposes of the Association for Education in Journalism and Mass Communication are clearly defined, the Constitution and by-laws of said organization (hereinafter referred to as "AEJMC") shall take precedence over those of the Division.

Section 2: The purposes of the Public Relations Division shall be to explore and exchange ideas on:

(a) Public relations functions, practices, theories, and historical development.
(b) Ethical concepts and social responsibility.
(c) Critical analysis of functions and performance of groups and individuals engaged in public relations practice.
(d) Career opportunities for and responsibilities of students pursuing public relations careers.

Section 3: Special stress in the above objectives shall be placed on:

(a) Effective teaching methods, balanced curriculum, development of research, and public service.
(b) Functions of standing committees of AEJMC:
  (1) Professional Freedom & Responsibility,
  (2) Research,
  (3) Teaching Standards.

ISSUES

- Correct name.
- Update consistent use of organization acronyms.
- Tighten editing.
- 2A declares PRD "purposes" but thereafter refers to these items as "objectives."

PROPOSED

CONSTITUTION
of the
PUBLIC RELATIONS DIVISION
of the
ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION

(Including amendments proposed for adoption at the annual meeting on August 7, 2009, in Boston, Massachusetts.)

Article 1: Name

Section 1: The name of the organization shall be the Public Relations Division (PRD) of the Association for Education in Journalism and Mass Communication (AEJMC).

Article 2: Purposes

Section 1: In all instances in which the intentions and purposes of AEJMC are clearly defined, the Constitution and bylaws of AEJMC shall take precedence over those of PRD.

Section 2: The objectives of PRD shall be to explore and exchange ideas on:

(a) Public relations functions, practices, theories and historical development.
(b) Ethical concepts and social responsibility.
(c) Critical analysis of functions and performance of groups and individuals engaged in public relations practice.
(d) Career opportunities for and responsibilities of students pursuing public relations careers.

Section 3: Special stress on objectives shall be placed on:

(a) Effective teaching methods, balanced curriculum, development of research, and public service.
(b) Functions of standing committees of AEJMC:
  (1) Professional Freedom & Responsibility (PF&R)
  (2) Research
  (3) Teaching Standards

Section 4: The Division shall cooperate with other divisions of AEJMC in drawing upon the accumulated knowledge of all divisions to further Division objectives.

Section 5: The Division shall seek effective liaison with the Public Relations Society of America and other public relations groups to further Division objectives.

Section 6: The above objectives should not be seen as restrictive upon officers of the Division in planning and carrying out activities in furtherance of the development of public relations practice and the advancement of public relations education.

Article 3: Membership and Dues

Section 1: Membership and dues shall be as defined in the by-laws.

Article 4: Officers

Section 1: Officers of the Division shall be as follows: head; head-elect, who shall serve as vice-head: and secretary-treasurer. These officers shall be chosen in the manner prescribed in the by-laws.

Section 2: Terms of office of the head, vice-head, and secretary-treasurer shall be for one year, beginning with the first day following the last day of the annual convention of AEJMC and extending until the last day of the next year's convention, or until a successor has qualified and taken office.

Section 3: The head shall appoint one at-large member who along with the three elected officers, the immediate past head, three standing committee chairpersons and one elected at-large member shall comprise the executive committee of the Division.

Section 4: Each officer shall discharge the duties of office as prescribed in the by-laws.

Section 5: Officers may be re-elected at the will of the membership.

- Add interest groups.

- We have long had a vice head-elect instead of a head-elect.

- With addition of the vice head-elect position, the position of at-large member became obsolete and has not been used for more than a decade.

- Since the head and vice head are now CoD delegates, the positions of elected delegate and appointed delegate (which were never in the constitution/bylaws anyway) are now obsolete.

- The head must deal with financial matters through AEJMC. The position of elected secretary-treasurer would be more appropriately the position of appointed secretary.

- For most practical purposes, terms of office begin and end at the convention. This is necessary for the senior officers to build the leadership roster at the convention's incoming Executive Committee meeting and for them to deal with panel proposals that are due early in October. However, AEJMC assumes terms of office to begin and end Oct. 1, and some paperwork may be required from the outgoing head between the convention and Oct. 1.

- AEJMC expects each division to appoint chairs for the three standing committee initiatives (research, teaching and PF&R).

Section 4: PRD shall cooperate with other divisions and interest groups of AEJMC in drawing upon the accumulated knowledge to further PRD objectives.

Section 5: PRD shall seek effective liaison with the Public Relations Society of America (PRSA) and other public relations groups to further PRD objectives.

Section 6: The above objectives should not be seen as placing restrictions on PRD officers in planning and carrying out activities in furtherance of the development of public relations practice and the advancement of public relations education.

Article 3: Membership and Dues

Section 1: Membership and dues shall be as defined in the bylaws.

Article 4: Officers

Section 1: PRD officers shall be: head; vice head (who shall serve as convention programming chair); vice head-elect; and immediate past head. These officers shall be chosen in the manner prescribed in the bylaws. The vice head and vice head-elect shall become head and vice head, respectively, the following term.

Section 2: Terms of office shall be for one year, beginning with the first day following the last day of the annual convention of AEJMC and extending until the last day of the next year's convention, or until a successor has qualified and taken office. Some duties of the outgoing head may be prescribed by AEJMC as extending for a limited time beyond the annual convention.

Section 3: The head, vice head, vice head-elect and immediate past head shall comprise the PRD Executive Committee. The head may appoint additional officers and committee members who, along with the chairs of the three standing committees (PF&R, research and teaching) shall serve in ex-officio positions.

Section 4: Each officer shall discharge the duties of office as prescribed in the bylaws.

Section 5: Officers may be re-elected at the will of the membership.

Article 5: Meetings

Section 1: The Division shall meet at least once a year. The annual meeting shall be at the time and place of, and concurrent with the annual convention of AEJMC.

Section 2: The executive committee shall meet at least once a year, concurrent with the annual convention of AEJMC. The president may call special meetings of the executive committee.

Article 6: Amendments

Section 1: This Constitution and its by-laws may be amended by a majority vote of the membership present and voting at any annual meeting.

Article 7: Promulgation

Section 1: This Constitution and its by-laws become effective upon adoption by a majority vote of those present and voting at the annual meeting.

BY-LAWS

Article 1: Membership

Section 1: Membership in the Division shall be open to those teachers and practitioners engaged in public relations education who are members of AEJMC. Classifications of membership (including organizational memberships) shall follow those in the AEJMC Constitution.

Section 2: Only members (as defined by the AEJMC Constitution) in good standing (dues paid) and only those who are teachers at four-year colleges are eligible to hold Division office and to vote on Division affairs.

Section 3: The executive committee may, under special circumstances, confer regular or special membership status (without AEJMC membership) upon outstanding individuals in the field of public relations.

Section 4: Division dues shall be fixed by the executive committee of the Division, upon ratification of the membership at an annual meeting. Funds shall be deposited with the treasurer of AEJMC.

• Tighten wording.

• We've never had a "president."

• Should be dues-paid members in good standing to vote.

• Should be dues-paid members in good standing to vote. Some participants present at the annual meeting are not dues-paid members.

• Membership is available to, not only teachers and practitioners, but also students.

• Membership is not limited to teachers at four-year colleges. Teachers at two-year colleges, practitioners and students have long been considered eligible for full membership, including privileges of voting and running for office.

• Changes in dues should be ratified BY the membership.

• The Past Heads Council was established several years ago.

Article 5: Meetings

Section 1: The PRD annual meeting of members shall be concurrent with the annual convention of AEJMC.

Section 2: The PRD Executive Committee shall meet concurrently with the annual convention of AEJMC. The head may call additional meetings of the Executive Committee.

Article 6: Amendments

Section 1: This Constitution and its bylaws may be amended by a majority vote of dues-paid members in good standing present and voting at the annual meeting.

Article 7: Promulgation

Section 1: This Constitution and its bylaws become effective upon adoption by a majority vote of dues-paid members in good standing present and voting at the annual meeting.

BYLAWS

Article 1: Membership

Section 1: PRD membership shall be open to educators, practitioners and students engaged in public relations education who are members of AEJMC. Classifications of membership shall follow those in the AEJMC Constitution.

Section 2: Only dues-paid members in good standing are eligible to hold PRD offices and vote on PRD matters.

Section 3: The PRD Executive Committee may, under special circumstances, confer regular or special membership status (without AEJMC membership) upon outstanding individuals in the field of public relations.

Section 4: PRD dues shall be fixed by the Executive Committee, upon ratification by the membership at an annual meeting. Funds shall be deposited with the treasurer of AEJMC.

Section 5: All past PRD heads shall be members of the PRD Past Heads Council.

Article 2: Nominations and Elections

Section 1: The Division membership shall elect, during the annual meeting, two members of the nominating committee, who together with the current (soon to be immediate past) head as chair will prepare a slate of officers to be presented at least two months prior to the next annual meeting.

(a) Normally, the slate shall consist of three officers – vice-head and head-elect and secretary-treasurer and one at-large board member – since the current vice-head shall normally succeed the head.

(b) The nominating committee will request by mail at least three months prior to the annual meeting, but in no case later than April 15, nominations from the membership prior to formulating the slate.

(c) The nominating committee will circulate its slate in the form of a mail ballot with a place for write-in for each office at least two months prior to the annual meeting, but in no case later than June 1.

Section 2. Elections shall be held by mail ballot which must be returned to the chairman of the nominating committee at least one month prior to the annual meeting, but in no case later than July 1. Only regular members of the Division, in good standing, shall vote in elections. Election will be by a plurality of those voting.

(a) All candidates and the chair elect will be notified of election results by the chair of the nominating committee at least two weeks prior to the annual meeting, but in no case later than July 15. Members of the Division who are not candidates for office but wish notification of election results prior to the annual meeting must send a stamped, self-addressed envelope to the chair of the nominating committee prior to the July 1 voting deadline.

(b) In the event of a tie vote for any office, a run-off election between tied candidates will be held at the annual meeting.

• Nominating Committee
For more than a decade, the procedure has been for the current head to appoint two or more past heads to the Nominating Committee, which is then usually (if possible) chaired by the immediate past head.

• Slate v. Ballot
It is sometimes a slate for an uncontested election and sometimes a ballot for a contested election. The titles of the elected offices changed more than a decade ago.

• Submission Format
"Mail" has rarely been used in the last decade since the advent of the Internet.

• Voting Forum
Sometimes it is possible to conduct an electronic election prior to the convention. Sometimes it is necessary to conduct the election (or a runoff) at the convention.

• Dates
Specific dates could be awkward depending on the dates of the AEJMC convention. The speed of electronic communications diminishes the need for long windows of time. Typically the call for nominatiions is in the spring newsletter.

• Nominations
We have one instance when an elected officer could not accede to the next position.

• Voting
We have been operating under a majority rule rather than the previous plurality rule. A mechanism is needed for dealing with a tie-breaker, and that would be an appropriate function of the Past Heads Council.

Article 2: Nominations and Elections

Section 1: The PRD head shall appoint two or more past heads to the Nominating Committee.

(a) The Nominating Committee shall distribute a call for nominations at least three months prior to the annual meeting.

(b) The Nominating Committee shall review the credentials of nominees, identify one or more qualified nominees, and recommend a nominee or a ballot of multiple nominees for the position of vice head-elect. If, for any reason, the current vice head-elect cannot accede to the position of vice head, or if the current vice head cannot accede to the position of head, the Nominating Committee shall recommend one or more nominees for those positions.

Section 2: Dues-paid members in good standing shall be given the opportunity to vote prior to the annual meeting or during the annual meeting. If ballots have not been gathered prior to the annual meeting, nominations can be made from the floor. If no nominee for any given position garners a majority of votes cast, a run-off election shall be conducted before or during the annual meeting between the two nominees with the most votes. In the event of a tie between two nominees, a decision shall be made by the Past Heads Council.

Article 3: Duties of Officers

Section 1: The head of the Division shall be the executive officer of the Division and shall administer its affairs with the advice and consent of the executive committee, and shall appoint any necessary committees. He/she shall be responsible for preparation of the program for the annual meeting, but may appoint a program chairperson. He/she shall be a member of the Advisory Board of AEJMC. The head of the Division shall approve all division expenditures and confer with members of the executive board on expenditures in excess of $100.

Section 2: The vice-head shall assist the head, as called upon by the head, and shall be responsible for carrying out the duties of the head in the event of incapacity for whatever reason.

Section 3: The secretary-treasurer shall keep records of minutes of meetings and other affairs of the Division. He/she shall be responsible for receipt/payment of Division funds, through the AEJMC treasurer, and for a treasurer's report at the annual meeting. He/She in cooperation with the Division president will maintain an accounting record of all division expenditures. He/she shall handle other duties as delegated by the head.

Section 4: Duties of the executive committee shall be to counsel officers, to make interim appointments to fill unexpired terms of officers, and to assist officers in guiding affairs between annual meetings.

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- Past Heads Council has been established since the 1988 version of the Constitution and bylaws.
- We've never had an "executive board." The Executive Committee is often informally referred to as the "board."
- The vice head (not the head) has been convention programming chair for more than a decade.
- The AEJMC Council of Divisions was established many years ago.
- The head must deal with financial matters through AEJMC. The position of elected secretary-treasurer would be more appropriately the position of appointed secretary.

Article 3: Duties of Officers

Section 1: **Past Heads Council** – an advisory body to the Executive Committee. The Council shall elect its chair in conjunction with the annual AEJMC convention each year.

Section 2: **Executive Committee** – duties include making interim appointments to fill unexpired terms of office and advising officers and committee members in guiding affairs between annual meetings.

(a) **Immediate Past Head** – an advisory and voting member of the Executive Committee and the Past Heads Council.

(b) **Head** – presiding officer of PRD and the Executive Committee, advisor to the PRD convention programming chair, and a member of the AEJMC Council of Divisions (CoD). The head shall administer PRD affairs with the advice and consent of the Executive Committee, appoint committee members, approve all PRD expenditures and confer with the Excutive Committee on expenditures in excess of $100.

(c) **Vice Head** – convention programming chair, a member of the AEJMC Council of Divisions (CoD) and the PRD Executive Committee, presiding officer of PRD in the absence of the head, and incoming head.

(d) **Vice Head-Elect** – assistant to the vice head, a member of the PRD Executive Committee, and incoming vice head.

Section 3: **Appointees** – the head shall consult with the Executive Committee on the appointment of a secretary to record meeting minutes and the appointment of chairs for the three AEJMC standing committee initiatives (research, teaching and PF&R) as well as other committee appointments as needed.

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